

**PERSONAL  
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**PERSONAL SOFTWARE INC.**  
**CATALOG**  
**SPRING 1980**

**visicalc**  
**microchess**  
**apple**  
**data manager**  
**D2 assembler**  
**trs-80**  
**vitafacts**  
**pet**  
**checker king**  
**bridge**



# PERSONAL SOFTWARE

## What is this software stuff?

Software seems to be the most mysterious and magnificent part of personal computing. And the most misunderstood. *How* to explain it?

Well, a classic definition states that a computer is a machine capable of executing instructions, and a software program is a set of instructions. Hundreds of thousands of instructions, in fact—just as a movie is a series of hundreds or thousands of pictures. Each picture frame in a movie and each instruction in software does nothing by itself. But when the movie is run through a projector. . . magic! The characters on the screen become alive. When you run software on your computer, the same magic happens. Suddenly a machine becomes a chess partner, health instructor, or electronic worksheet.

Here are 15 Personal Software™ programs that have that magic. Nine of them are brand new. They will all amaze, challenge and expand you and your computer. We put a lot into them, and hope you get a lot out of them.

Happy Computing!



Dan Fylstra  
President



# VISICALC

**VisiCalc and a personal computer do to the calculator, paper and pen what word processing has done to the typewriter and paper. Revolutionize it.**

Take virtually any problem you would explore using calculator, pen, and paper, working in rows and columns. Apply VisiCalc and you'll see why every reviewer of this product has said the same thing: VisiCalc is the most useful, most important program yet developed for personal computing.

With VisiCalc, you work with an electronic worksheet of up to 63 columns and 254 rows. At the juncture of any column and row you can type in words or numbers. To put VisiCalc to work, you first create

any format or form you need by typing in words—just like writing column headings across the top of a piece of paper and items down the left side. Then, where you want the worksheet to perform a calculation, you type a formula. VisiCalc automatically performs all arithmetic functions, net present value, and transcendental functions. Instantly—and we mean instantly—VisiCalc displays the results. And if you change any of the numerical data, the electronic worksheet instantly displays a new result. Automatically. You can play “what if” as often as you wish to solve thousands of different problems. When finished, you can get a hard copy of all the information on your worksheet from your computer printer.

Absolutely no programming is necessary. VisiCalc does all the work. Now, isn't *that* magic?

To see how VisiCalc works, visit your Personal Software dealer. To find out how VisiCalc can be a worksaver for you, use your imagination.

BUDGET, 1979			
MONTH	JAN	FEB	TOTAL
INCOME	2500.00	2500.00	30000.00
EXPENSES	2400.00	2400.00	28775.00
SAVINGS	100.00	100.00	1225.00

ITEM	1979	1978	1977	1976
CASH	1000.00	1000.00	1000.00	1000.00
SALES	1000.00	1000.00	1000.00	1000.00
EXPENSES	1000.00	1000.00	1000.00	1000.00
TOTAL	1000.00	1000.00	1000.00	1000.00

## Who is using VisiCalc.

### Anyone who works with numbers.

MANAGERS and MANAGEMENT CONSULTANTS plan budgets, compare actual results to budgeted forecasts, and modify projections faster than ever before. VisiCalc is the most powerful and easy-to-use projection tool ever developed.

FINANCIAL ANALYSTS quickly determine rate-of-return under varying assumptions using the built-in net present value functions. VisiCalc will also compute financial ratios, and project tax consequences.

ACCOUNTANTS develop financial statements and *pro formas*, making changes and comparisons easily with VisiCalc's ultimate “what if” recalculation feature.

TAX ACCOUNTANTS compute the tax effects of many alternatives, and print out all the different scenarios for client discussion and documentation.

ITEM	1979	1978	1977	1976
CASH	1000.00	1000.00	1000.00	1000.00
SALES	1000.00	1000.00	1000.00	1000.00
EXPENSES	1000.00	1000.00	1000.00	1000.00
TOTAL	1000.00	1000.00	1000.00	1000.00

ENGINEERS and SCIENTISTS appreciate VisiCalc's transcendental functions, scientific notation, and features like eleven-digit precision in numeric calculations.

MARKETING MANAGERS find VisiCalc is the answer to every forecasting and budgeting need. They refine assumptions—commission rates, sales costs, advertising expenditures, leads, sales closing percentage—and watch the effect on the bottom line.

## A Demonstration Will Tell The Story.

Visit a Personal Software dealer and see this amazing tool. You'll be discovering features and uses right away. And for a long time after.

For the Apple II and II Plus 32K or greater disk system. By Software Arts, Inc.

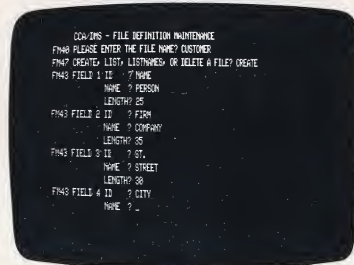
PRODUCT	PRICE	QUANTITY	TOTAL
ITEM 1	10.00	100	1000.00
ITEM 2	20.00	50	1000.00
ITEM 3	30.00	33.33	1000.00
TOTAL			3000.00



# CCA DATA MANAGEMENT SYSTEM

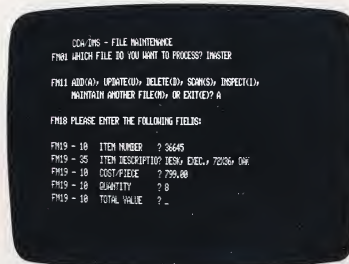
The CCA Data Management System stores and retrieves information. It is very simple to learn and use, and at the same time provides real data processing capabilities for you and your TRS-80 or Apple II.

You can computerize most, if not all of your record keeping. DMS will give you control over any type of information which lends itself to "row and column" storage, retrieval, and analysis.



If you are familiar with the concept of a computer "data base," the power and flexibility of the DMS will amaze you. If you are not familiar with "data base" operation, don't worry. It is logical and simple. A demonstration at your computer retailer will show you how the system can store, sort, update, and print all kinds of files. Files for your mailing list, accounts receivable or payable, customer list, expense reporting, budget analysis, or any report you need. The 130-page manual has full instructions plus samples for a mailing list and inventory application.

Here are the capabilities and features of the Data Management System. See for yourself how useful it can be for you.



## DMS Features.

### File Creation and Maintenance:

- Fields may be alphanumeric, numeric, integer, floating point, or fixed decimal with commas.
- Fields may be COMPUTED FIELDS. DMS will compute any field within a record, using constants or other fields in the same record. Functions include add, subtract, multiply, divide, and raise exponential powers.
- Records are easily located, using the SCAN feature. SCAN for records with a field over, below, or between a range of values.
- Records are easily added and updated. DMS "prompts" you with questions.
- Multi-diskette capabilities for larger files—up to 85,000 characters per file!
- Sort the records into almost any order, using up to 10 fields as "keys." So you can sort for customer numbers; within zip code, for instance.
- Delete records, "compact" files, and backup files on data diskettes easily.

### Report Features:

- Print reports with records in any order.
- Select fields to be printed.
- Print mailing labels.
- Numeric totals and subtotals can be specified when a value in an unrelated field in the same record changes. For example, sort, subtotal, and print according to department, or month, or customer number, or model number.

## A Must for Every Apple II or TRS-80 in Business.

Once you see DMS, you won't want to keep records by hand again. It is that simple. This is real data processing, delivered on a personal, down-to-earth level.

*For the TRS-80 Level II and the Apple II and II Plus 48K disk system. By Creative Computer Applications.*



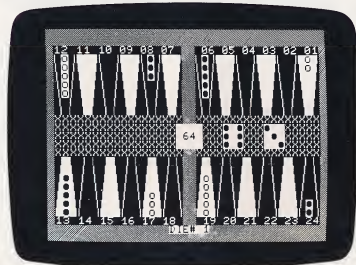
# GAMMON GAMBLER



Backgammon is easy to learn and fun to play. But the odds, strategies and subtleties of this intriguing game make it a classic of limitless challenge.

Gammon Gambler plays by standard U.S. tournament rules, using advanced artificial intelligence techniques. A great way to learn or polish your game, because Gammon Gambler checks moves for legality, lets you back up and correct your move, and optionally displays the numbers of the points. Backgammon rules are included in the manual.

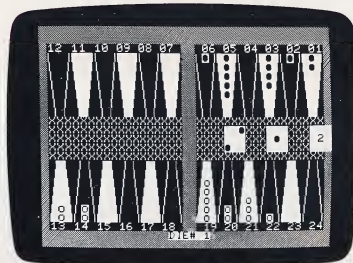
Gammon Gambler is one of the few backgammon computer games to employ the doubling cube to make betting more exciting. And the Gambler keeps a running total of the point score from game to game, for tournament style play.



You move by entering the starting location of the stone. The computer moves the piece to its destination with a flashing visual aid. You can stop a game at any point and begin a new match without reloading the program.

Gammon Gambler provides ten levels of skill, from beginner to expert. High resolution graphics show the board, points, stones and scores clearly. This advanced machine language and BASIC program will be a much used addition to your software library.

*For the PET 8K, PET/CBM 8-32K, and Apple II 16K. By Willy Chaplin.*



# CHECKER KING



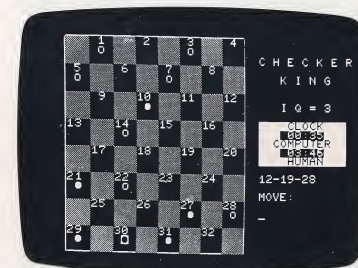
You've probably forgotten how much fun checkers can be.

Personnel Software Checker King lets you play against your computer at eight levels of difficulty, from simple to highly competitive. And you can change levels during a match. Checker King's unique SAVE feature allows you to store in memory up to three board situations and play them again. You can also create your own situations, then challenge Checker King. Or you can modify any situation which occurs during play. And you can even correct your mistakes with nary a word of admonishment from Checker King.

You can switch sides with Checker King at any point, or watch as Checker King plays both sides of the board. You might learn a few moves!

Checker King makes full use of your system's graphics capabilities. And checks all moves for legality. You can double or triple jump and king your pieces—just like real checkers, using standard checker rules.

*For PET 8K and PET/CBM 8-32K, TRS-80 Level II 16K, Apple II 16K. By Michael Marks and Brad Templeton.*





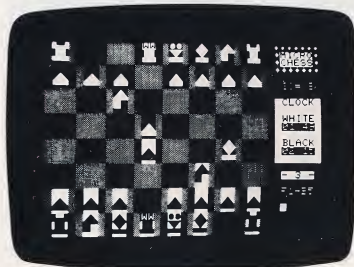
# MICROCHESS



The Industry's First "Gold" Cassette. This best-selling chess program is a nearly perfect chess opponent for the advanced enthusiast or total novice.

Microchess is ready whenever you are to play on any of eight degrees of difficulty (three on the TRS-80). And Microchess is a good sport—quiet in victory, quiet in defeat, and none of the hums, thumps, scratches, groans and tapping you get from human opponents.

You can switch sides at any point in the game, and change difficulty levels, too. Choose from 32 book openings, or start each game from scratch. The computer will not permit illegal moves, so this is the ideal practice set for the beginner. But at the higher levels of difficulty—you'd better be sharp.



The PET version contains a real-time clock to time the moves. All versions make full use of your computer's graphics capabilities to produce a very readable chess set and board.

Complete documentation and instructions, top quality cassette and guarantee, great human interface. If you play chess, challenge Microchess! If you don't play yet, you're in for a treat.

*Version 1.5 for TRS-80 Level I or Level II 4K. Version 2.0 for PET 8K, PET/CBM 8-32K, Apple II and II Plus 16K. By Peter Jennings.*



# BRIDGE PARTNER



Do you play out the bridge hands in the newspapers? Would you like to practice your bridge game without the bother of party nuts and iced tea? In short, are you a bridge player?

Bridge Partner, a standard notation contract bridge program, is just for you.

Bridge Partner is not a substitute for a good rubber played by four bridge lovers. But it is an exciting, absorbing way to polish your abilities and strategy. You'll notice your game improving after honing your skills against Bridge Partner.

You and the dummy play against the computer in regular contract bridge. The computer will deal at least 10 million different hands. Or you can use the dealer subprogram to specify a criterion for high card points and Bridge Partner will deal four new hands. Or you can deal your own hands. Enter the deal from the newspaper column, and test Bridge Partner.

You can save hands for replay later, go back and examine the previous trick, or swap sides and replay the deal.

Complete instructions plus an introduction to bridge are included in the manual.

*For PET 8K and PET/CBM 8-32K, TRS-80 Level II 16K, and Apple II and II Plus 16K. By George Duisman.*





# TIME TREK

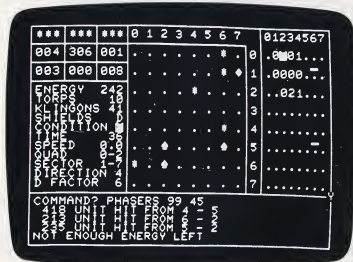


A *Tour de Force* in real time action strategy games.

With nine levels of difficulty, this challenging game is easy to learn, difficult to master, and impossible to forget.

You are commander of a starship. The galaxy is populated with unidentified objects, stars, starship bases (your sanctuaries) and, of course, the hostile and unfeeling enemy. Your mission is to blast the enemy into cosmic dust, using your weapons and defense shields.

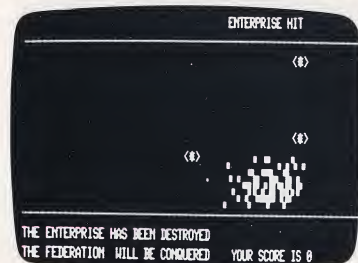
Using your wits and quick action, you must search out the enemy ships while monitoring your energy reserves carefully. You play on any of nine levels of difficulty. As the difficulty scale increases, there are more enemy ships to fight and less energy to fight them with.



And this is in *real time*! You must steer around stars, thinking fast as you weigh your best strategic use of weapons, shields, and starship bases. Sound effects add to the fun.

Time Trek features include excellent graphic effects, nine levels of difficulty, optional moving enemy ships on the PET, galaxy map, long range screen, short range scan, energy read-out, speed and direction controls, and black holes and magnetic storms on the TRS-80. All in real time action.

For PET 8K and PET/CBM 8-32K by Brad Templeton. For TRS-80 Level I and II 4K by Joshua Lavinsky.



# STIMULATING SIMULATIONS

Fly through the heavens, search for buried treasure, catch a diamond thief, evade a hungry monster, run a thriving factory, and more. You'll love the fun and at the same time learn how the BASIC language really works.

Stimulating Simulations is a series of ten fascinating and educational games written by Dr. C. William Engel, Professor of Mathematics Education at the University of South Florida.

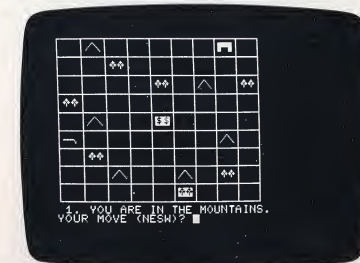
The games begin on an elementary level, moving up to more complex situations, and can be played by most school children. Each game presents a fanciful situation that challenges the player.

The Stimulating Simulation programs are accompanied by a 64-page booklet with instructions, all program listings, flowcharts, and suggested modifications. The programs are short and simple to understand. After you have challenged a Stimulating Simulation, the program listing will make sense. You can see the effect of the program commands on the events of the game.

And you can modify or rewrite the programs easily, and see what happens with your changes. With some practice, you'll be creating your own Stimulating Simulations.

The ten simulations include Art Auction, Monster Chase, Lost Treasure, Nautical Navigation, Rare Birds, Gone Fishing, Space Flight, Forest Fire, Business Management and Diamond Thief.

For the Apple II 16K, PET 8K and PET/CBM 8-32K, and TRS-80 Level I and II 4K. By Dr. C. William Engel.





# VITAFACTS



Here are six health information programs for a healthier you. They present straight-forward, up-to-date medical facts in a way that is fun and effective. The VitaFacts Series has been approved by the Canadian College of Family Physicians.

## Learning that is Fun.

Because these programs are educational, don't think they are boring. You learn with the assistance of your computer. Each course consists of a booklet with diagrams and glossary, a computer cassette, and an audio cassette. You load the computer program first. Then play the audio cassette.

The audio portion uses a combination of dramatic vignettes and straight talk to tell the story. You'll easily identify with the characters in the various situations. And you'll gain a greater perspective as you hear each drama.

From time to time, you will be asked to stop the audio tape and participate in a computer exercise to verify your new understanding. And you are told instantly after each question whether your answer is correct, or if not, what the correct answer should have been. You get a score after the computer exercise is complete. Because you use your new knowledge right away, you remember more. It's the best way to learn.

The VitaFacts Series will build a better understanding of you, your family and friends. It's the modern way to improve your health through personal computing.

## Growing Up (Adolescence).

Teenagers and parents. Often a difficult combination, and a difficult time. This VitaFacts program helps teenagers cope with adolescent life. It helps parents understand the changes in teenagers. And it helps the whole family gain perspective and understanding, creating lines of better communication.

Teenagers learn about the physical and emotional changes taking place—powerful, often mysterious feelings. A thorough and straight-forward discussion of the sexual effects of puberty is included, plus information on contraception and dealing with parents.

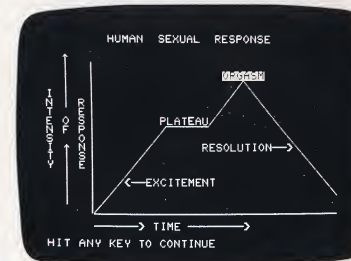
For parents, information is provided to help make adolescent changes easier for their children. Discussions of parental over-protectiveness, inconsistencies, and responsibilities help parents maintain a balanced perspective.

## Talking About Sex.

It has been estimated that sexual problems are causing marital difficulties in half the marriages in North America. And that 70% of these people can overcome their sex problems simply by getting correct information on sexual matters. But even for those who are not experiencing problems, there is always room for the improvement that comes with knowledge.

Talking About Sex is mainly a panel discussion with two of Canada's foremost sex counselors, Dr. William Chernenkoff and his wife and co-therapist, Carolyn Chernenkoff.

The path to satisfactory sex begins with knowledge and the appropriate attitude. This program will show you how to make knowledge and attitude work for you, not against you. Inhibitions are often simple misunderstandings, and your improved understanding of sexuality is here in this course. An excellent sex education tool for teenagers, too.

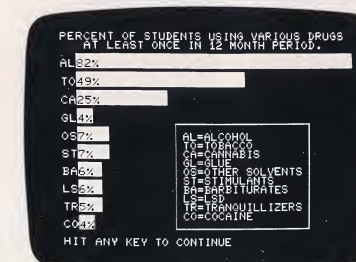


## Drinking and Drugs.

Lack of knowledge, especially among teenagers, combined with the easy availability of drugs and liquor and the pressures of work, personal problems and peer groups, can explosively combine to produce a real drinking or drug problem. And it is a *family* problem affecting adults and teenagers.

For teenagers, the program's information aids in making better decisions. The cassette does not lecture or talk down. It provides the straight-forward facts about the threat drugs and drinking pose to health and happiness.

For parents, this survey provides greater understanding of a serious problem that every family may face.





# CATALOG

SPRING 1980

Program	Apple Computer		Commodore		Radio Shack TRS-80	
	C = cassette D = diskette	II II Plus	PET PET/CBM		Level I	Level II
VisiCalc	D	D				
CCA Data Management System	D	D				D*
Gammon Gambler	C, D†	C, D	C	C		
Checker King	C, D	C, D	C	C	C	C
Microchess 1.5					C	C
Microchess 2.0	C, D	C, D	C	C		
Bridge Partner	C, D†	C, D	C	C		C
Time Trek			C	C	C	C
6502 Assembler in BASIC			C	C		
VitaFacts Series						
Growing Up	C		C	C		C
Birth Control	C		C	C		C
Drinking & Drugs	C		C	C		C
Talking About Sex	C		C	C		C
Your Blood Pressure	C		C	C		C
Heart Attacks	C		C	C		C
Stimulating Simulations	C		C	C	C	C

\*Supplied on cassette, runs on disk system only.

†Applesoft ROM card only.

# PERSONAL SOFTWARE

## How to Buy It.

Personal Software products are sold through over 400 computer retailers throughout the United States, Canada and the world. Call us for a dealer near you. Phone (408) 745-7841. If you are not near any computer retailers, you can order direct from Personal Software.

## How we back it.

Personal Software programs are backed by a 90-day warranty. VisiCalc is backed for one full year. Write us for a copy of our warranty statement. Or read it in the program manuals with the new graphic design.

## How to write it: For new authors.

If you have a combination of advanced expertise in an application area or field of interest AND a sophisticated level of programming skill, consider Personal Software Inc.

We provide the publishing expertise to turn your idea into a top quality product, and to fully market your product as part of the growing and highly-regarded Personal Software line. We can help you adapt your program to other computers, too.

We are especially interested in professional or personal business applications such as engineering, statistics, financial analysis, or other tools.

The promise of personal computing lies in software. The potential for a new Personal Software product may lie within you. We'd like to hear from you.